

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
March 15, 2010
8 AM**

MINUTES

Present: Frank McNabb (Chair), Dennis Heffley, Jim Hintz, Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:00 am.

2. Approval of Minutes from February 8, 2010

Steve Rhodes made a motion to approve the minutes. Jim Hintz seconded the motion. The minutes were approved unanimously.

3. Follow-up on Outreach

Mr. McNabb suggested that more information be placed on the Tolland County Chamber of Commerce and Windham Chamber of Commerce web pages about the Partnership. **Ms. van Zelm will follow-up.**

Ms. van Zelm said the UConn student reception is planned for March 24. Mr. Rhodes said he could put up information on the President's blog.

The Committee discussed times and locations for staffing a table at Alumni Weekend. The Committee decided that Friday, June 4 between 4:30 pm and 7:30 pm near the ballroom, and Saturday, June 5 between 9 am and 2 pm near the registration table would work best. **Ms. van Zelm will check locations with Kim Lachut at the Alumni Association (done). Mr. McNabb, Dennis Heffley and Mr. Rhodes agreed to staff the tables and Ms. van Zelm also put out a request to Board members.**

Mr. Rhodes suggested changing the information on the Storrs Center presentation for UConn Alumni Weekend on the Alumni Association website to "Building Downtown Storrs" so it will be more recognizable than presentation by the Mansfield Downtown Partnership. **Ms. van Zelm will talk to Kim Lachut (done).**

Mr. Heffley confirmed that Partnership/Storrs Center information can be available at the UConn Economics alumni meeting on April 2. Ms. van Zelm will give Mr. Heffley materials at the April Board meeting.

Ms. van Zelm will follow-up on outreach through the i-parent network (done).

Mr. Rhodes suggested tapping into the EO Smith Foundation. Can they include an update on Storrs Center in their newsletter? **Ms. van Zelm will follow-up.**

Ms. van Zelm said Partnership Special Projects Coordinator Kathleen Paterson will continue to work on sending out membership letters to the business community. Partnership staff is working on sending 25 letters at a time to businesses on its business list.

Mr. Rhodes will send Ms. van Zelm the Connecticut Repertory Theater (CRT) summer schedule to check in with Frank Mack at CRT re: the possibility of the Partnership having a table at the productions. Mr. McNabb suggested that this might be something the students who have applied to be the student rep on the Board might do.

Mr. McNabb suggested that information be placed in the Alumni leader (e-mail database of UConn alumni) every quarter when it is sent out.

Committee members confirmed their staffing times at the Partnership table at the UConn off-campus housing fair on March 24.

4. Membership Renewal Drive Update

Committee members said they are working on their contacts with members who have not yet renewed.

5. Next Meeting

The Committee agreed to meet on Monday, April 12 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 9:00 am.

Minutes taken by Cynthia van Zelm.